PTO
APR 05 2004
TRADEMARK OFFICE

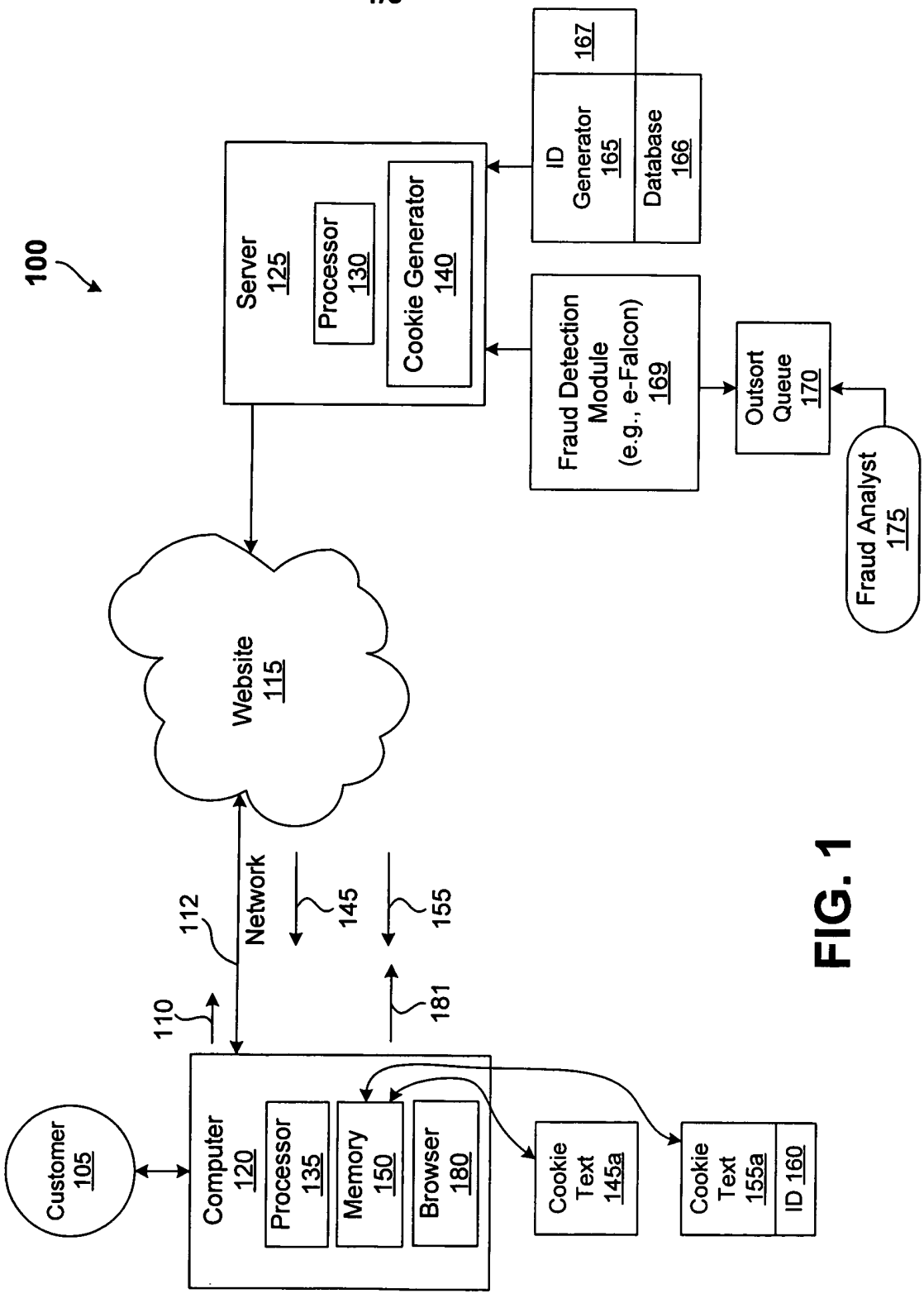

FIG. 1

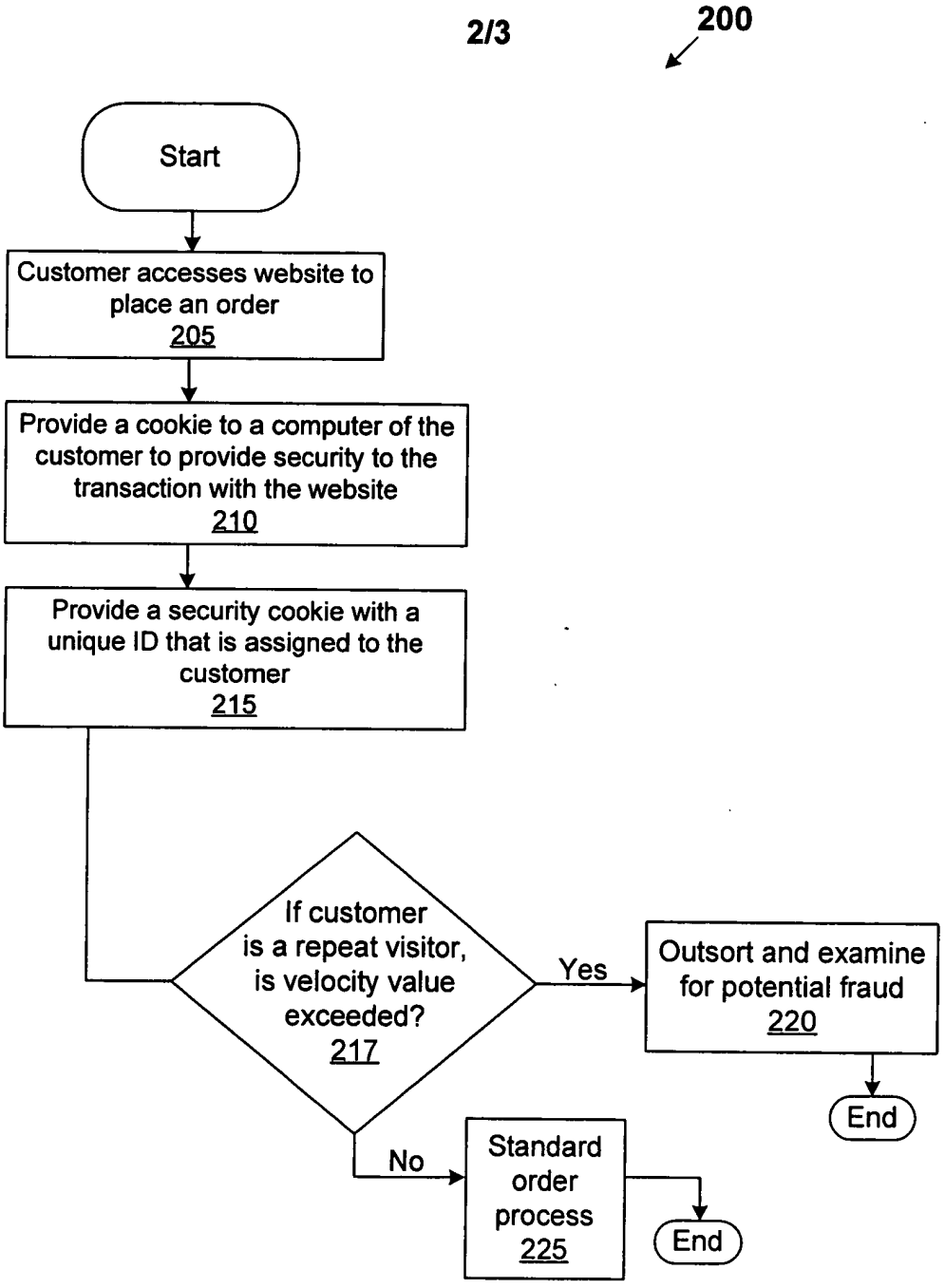
200
Start
Customer accesses website to place an order
205
Provide a cookie to a computer of the customer to provide security to the transaction with the website
210
Provide a security cookie with a unique ID that is assigned to the customer
215
If customer is a repeat visitor, is velocity value exceeded?
217
Yes
Outsort and examine for potential fraud
220
End
No
Standard order process
225
End

FIG. 2

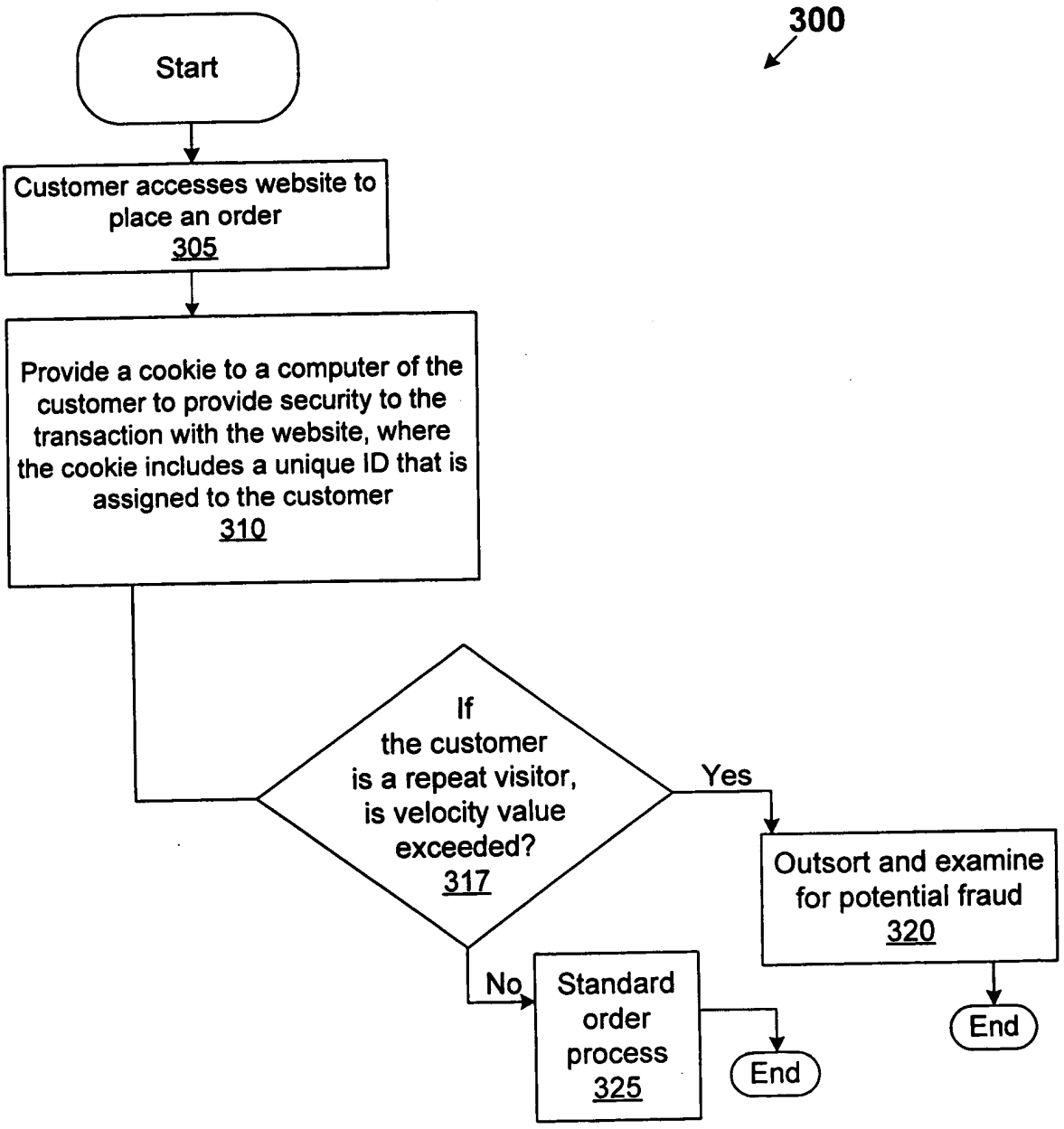
300
Start
Customer accesses website to place an order
305
Provide a cookie to a computer of the customer to provide security to the transaction with the website, where the cookie includes a unique ID that is assigned to the customer
310
If the customer is a repeat visitor, is velocity value exceeded?
317
Yes
Outsort and examine for potential fraud
320
End
No
Standard order process
325
End

FIG. 3